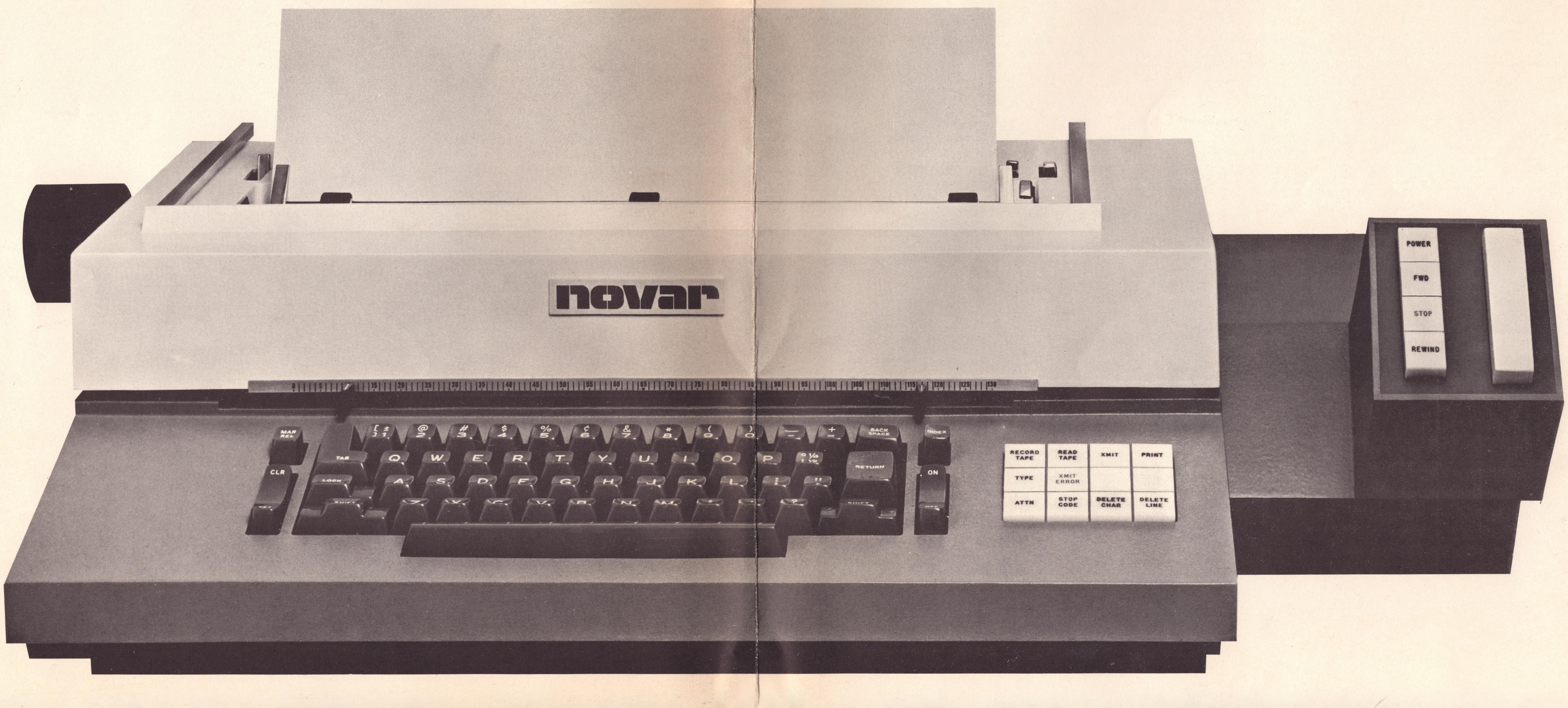
The name is Novar



and business will never be the same

The pace is going to quicken. Competition will get a little tougher. The day-to-day affairs of business will become a matter of record — when they occur. Distant offices will no longer be remote, except in mileage. Management decisions will be based on a flow of reports that reflect current company activities.

And Novar is making this a reality.

Located in a company's central and field offices, Novar fourth generation terminals prepare the essential hard copies of business papers, and simultaneously generate digital copies for the computer. This information can be teleprocessed "on-line," or accumulated on magnetic tape for later transmission and batch processing. And this is accomplished with speed and efficiency never before available.

These, and the many other "generation ahead" capabilities described below, are all within the single, self-contained unit you see above.

The price is compact too — $6,715 when purchased outright, or $195 a month when rented. Variety of lease plans available.

The name is Novar — and business will never be the same.

Types the Essential Hard Copies
On a familiar office electric typewriter — use your present forms, including multiple part sets and continuous forms.

Automatically Makes Digital Copies
Ready for transmission, and fully compatible with third generation computers. Interfaces with most teleprocessing systems without additional programming.

Human Error Correction Capabilities
Unique buffer allows for correction of typing errors, by the character, by a word, or of an entire line. Only "clean" copy is sent.

Built-In Magnetic Tape Recorder
Novar-designed digital tape cartridge records and reads data. Ready to transmit or receive data at any time.

Large Capacity Memory
One small Novar cartridge records up to 48,000 characters, which exceeds a normal day's work in business applications.

Reduces Phone Costs up to 94%
Transmits over 43,000 characters in a 3 minute phone call — or about 40 pages of typing.

Two-Way Transmission Capability
A computer can also call the Terminal and send information, or call for information from tape memory — even when the Terminal is unattended.

Built-In Phone Connection Capability
Self-contained MODEMS available to meet any system's phone interfacing requirement.

Detects and Corrects Transmission Line Errors
Errors, introduced by noisy telephone lines, are automatically detected and corrected by retransmission to insure that only correct data is transmitted.

Serves as a High-Speed Interoffice Teletype
A Novar Terminal can call up other Novar Terminals and transmit at speeds up to 2400 words per minute.

Can be Used as Just an Electric Typewriter
For letters, memos and the like — items not intended for computer processing.

Interchangeable Tape Cartridges
Tapes recorded on any Novar Terminal can be used to drive the printer on any other Novar Terminal.

Quiet
The only sound is that of the electric typewriter, so locate the Terminal wherever is most convenient.

Human Engineered
Most functions are automatic. Learning the use of a few keys and switches takes less than thirty minutes.

Reliable
Modularized, fourth generation design and components make the Novar reliable and trouble-free.

Optional Custom Work Station
Provides for the handling of continuous paper forms, with cabinet for storage purposes.

novar

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Novar Corporation • Executive Offices • 2370 Charleston Road • Mountain View, California 94040 • (415) 964-3900
Offices In Principal Cities

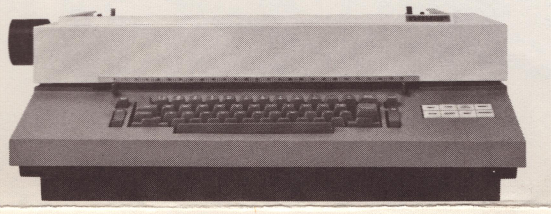
Reprint of full page ad, Wall Street Journal

Here are the reasons why over 200 companies have already selected Novar

On every count—human engineering, electro-mechanical engineering, system flexibility, expandability, reliability, styling, field service coverage, and price—Novar stands head and shoulders above all others. And we're sure you'll find an A-B comparison will bear this out.

Here then are summary descriptions, and facts, about Novar's terminals and auxiliary devices you may wish to consider when planning or expanding your telecommunication system.

The NOVAR 5-50 Business Data Communication Terminal prepares hard copies of business papers and tape cartridges for computer processing. Data can go on-line, or can be batch entered from tape directly into the computer via telephone lines. Variable transmission rates available up to 2400 bits per second. $6,715 when purchased, $195 per month rented, including service.



The NOVAR 5-41 Conversational Terminal is portable, weighing less than 50 pounds. Operates on-line with all third generation computers that are compatible with 2741 type devices. Features a unique two-character buffer that prevents the printer from falling behind the computer when receiving data. $4,500 when purchased, $115 per month rented, including service. Portable carrying case also available.

The NOVAR 5-51 System, with multiple tape units, performs the functions of computer entry, error-free power typing, automatic typing, teleprocessing, and has the capability for high-speed interoffice terminal-to-terminal communications. When used with Administrative Terminal Systems, the 5-51 provides for editing, insertions, corrections, re-ordering of data and automatic justification. $8,155 when purchased, $235 per month rented, including service.

The NOVAR Ten-Key Numeric Input expands the capability of any Novar buffered terminal to include bookkeeping, accounting, engineering, scientific and other numeric functions. Terminals can be ordered equipped with the 5-02, or the unit can be added at any later time by attaching it to the built-in socket that is a standard feature on these terminals. $490 when purchased, $15 per month rented, including service.

NOVAR'S Expanding Product Line now includes auxiliary plug-in magnetic tape units, proprietary digital tape cartridge, various built-in modems, an acoustic coupler and terminal desks.

And Novar now has nationwide service in 56 cities.

Novar Corporation
2370 Charleston Road
Mountain View, California 94040
(415) 964-3900

novar

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Reprint of full page ad, Computerworld

ANALYSIS OF TELEPHONE LINE CHARGES FOR DIAL-UP SERVICE

ONE WAY ONLY - SAN FRANCISCO OR LOS ANGELES TO NEW YORK CITY TIME AND CHARGES FOR TELECOMMUNICATIONS

*TERMINAL EQUIPMENT	**TRANSMISSION SPEED	***NO. OF CHARACTERS	TIME REQ'D FOR TRANSMISSION	@ STA. to STA. DAY RATES	@ STA. to STA. EVENING RATES
Teletype	10 CPS	43,200	72 min.	32.37	18.10
IBM	14.8 CPS	43,200	49 min.	22.05	12.95
Others	15 CPS	43,200	48 min.	21.60	12.70
NOVAR 5-50	240 CPS	43,200	3 min.	1.35	.85

ONE WAY ONLY - SAN FRANCISCO TO LOS ANGELES TIME AND CHARGES FOR TELECOMMUNICATIONS

*TERMINAL EQUIPMENT	**TRANSMISSION SPEED	***NO. OF CHARACTERS	TIME REQ'D FOR TRANSMISSION	@ STA. to STA. DAY RATES	@ STA. to STA. EVENING RATES
Teletype	10 CPS	43,200	72 min.	25.25	18.00
IBM	14.8 CPS	43,200	49 min.	17.20	12.25
Others	15 CPS	43,200	48 min.	16.85	12.00
NOVAR 5-50	240 CPS	43,200	3 min.	1.10	.75

SOURCE:

			3 Minute Minimum Charge		Each Additional Minute	
	Pacific Telephone & Telegraph (1/1/70)		Day	Night	Day	Night
	S.F. - N.Y.C.	Sta. to Sta. Rates	1.35	.85	.45	.25
	S.F. - N.Y.C.	Person to Person	3.33	3.33	.45	.25
S.F	S.F. - L.A.	Sta. to Sta. Rates	1.10	.75	.35	.25
	S.F. - L.A.	Person to Person	2.10	1.75	.35	.25

* Basic types of systems available for Business Data Communications, which provide multi-copy business forms in the under $15,000 range

** Maximum transmission speed

*** 43,200 characters - reputed to be 1 day's work in Business Data Processing (Equivalent, 120 - 150 invoices or 300 - 400 payroll checks or 20 - 30 pages of typing, etc.)